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# Press Release

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## **WEST VIRGINIA ATTORNEY GENERAL DARRELL V. MCGRAW LAUNCHES "SAFE TRIP" CAMPAIGN**

*Public Service Campaign Highlights the Importance of Tire Safety,  
Proper Tire Maintenance Leads to Safer Summer Travel*

CHARLESTON, WEST VIRGINIA- In an effort to make travel safer in West Virginia this summer and throughout the year, Attorney General Darrell V. McGraw, Jr., today launched a public service campaign highlighting the importance of proper tire maintenance. The "Safe Trip" campaign delivers the message that safe travel starts with safe tires and that means checking tire pressure before hitting the road.

"Improper tire inflation results in thousands of accidents each year," said Attorney General McGraw. "As we approach the Memorial Day holiday weekend and the official start of the summer travel season, we must send the message that proper tire maintenance can save lives."

The "Safe Trip" campaign is a nationwide public awareness campaign on tire safety sponsored by the state Attorneys General and state offices of consumer protection. State Attorneys General and offices of consumer protection are holding events across the country during the week before Memorial Day to kick-off the campaign, and will be working throughout the summer to educate drivers about the importance of tire safety.

The campaign features television and radio ads, which will air nationwide around the three peak summer travel holidays: Memorial Day, Fourth of July and Labor Day. The ads send the message that overloaded vehicles and improperly inflated tires can lead to accidents—especially in hot weather. The ads warn drivers to make sure they aren't putting themselves and their families at risk, because "even if your tires look fine, it doesn't mean they're properly inflated—so take a minute to check them out." The ads remind drivers to "take care of your tires—they take care of you." And they encourage drivers to visit [www.safetrip.org](http://www.safetrip.org) to find out more about tire safety and the importance of proper tire inflation.

Funding for the "Safe Trip" campaign was set aside as part of the settlement reached in November 2001 by the Attorneys General from all 50 states, Puerto Rico, the Virgin Islands, the Corporation Counsel of the District of Columbia and Bridgestone/Firestone, Inc.

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